

Message Text

UNCLASSIFIED

PAGE 01 STATE 099191
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/BED/OIM/TWBURNS/CS/DEEARLE/CMM/238/DMW
APPROVED BY EA/EP/DHSTEBBING
COM/BED/OIM/DEEARLE/CMM/238
OM/BED/OIM/EOOLSEN/AD/EM/236
COM/BED/OIM/JMOORHOUSE
TATE/EA/TIMBS/MEASTON

-----065003 182057Z /73

P R 182048Z APR 78
FM SECSTATE WASHDC
TO AMEMBASSY SINGAPORE PRIORITY
INFO AMEMBASSY BANGKOK
AMEMBASSY JAKARTA
AMEMBASSY KUALA LUMPUR
AMEMBASSY MANILA
AMCONSUL HONG KONG

UNCLAS STATE 099191

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJECT: IMC MARKET PROMOTION - COMMUNICATIONS EQUIPMENT

REFS: A. SINGAPORE 1624 B. SINGAPORE 1628
C. HONG KONG 4715

1. USDOC APPRECIATES EMBASSY COMMENTS ON CHANGES IN MARKET FOR COMMUNICATIONS EQUIPMENT. THE COMMENTS HAVE TRIGGERED USDOC PROJECT OFFICER TO MAKE HURRIED PHONE CALLS TO US EXHIBITORS TO GET THEIR VIEW OF SHOW'S VIABILITY. ON BASIS OF REFTELS A AND B, CONSIDERATIONS OF TIMING, AND EXHIBITOR VIEWS, USDOC BELIEVES THAT SHOW SHOULD PROCEED AS SCHEDULED.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 099191

WE SEE TOUGH COMPETITION FROM JAPAN AND OTHERS AS A CHALLENGE IN SOME PRODUCT AREAS, BUT THIS IS EXACTLY THE SITUATION FOR WHICH TRADE CENTERS AND IMCS EXIST.

2. SECONDLY, SUBSTITUTION OF A MAJOR BSP FOR SCHEDULED COMMUNICATIONS EQUIPMENT EXHIBITION WOULD RUN INTO SERIOUS TIMING PROBLEMS. NOTIFICATION IN REFTELS A AND B IS TOO

GENERAL AND TOO LATE TO BE IMPLEMENTED. WHILE USDOC TRIES TO REFRAIN FROM EXCESSIVE STRUCTURAL INFLEXIBILITY IN THEME SCHEDULING, THIS HOWEVER, IS FACT OF LIFE OF WHICH IMC IS FULLY AWARE. REGARDLESS OF THEME OR COUNTRY OR SHOW VEHICLE, USDOC PROMOTION SCHEDULE IS PLANNED WORLD-WIDE TO PROMOTION PARTICIPATION ACCORDING TO ANNOUNCED USDOC SCHEDULE. USDOC HAS AN OBLIGATION TO MAINTAIN THAT SCHEDULE. SUDDEN CHANGES AND DISRUPTIONS IN SCHEDULING ADVERSELY AFFECT USDOC CREDIBILITY WITH US INDUSTRY.

3. WE UNDERSTAND THAT IMC DIRECTOR AND DEPUTY DIRECTOR WERE NOT PRESENT AT APRIL 10 CCAG MEETING WHERE RECOMMENDATION TO CANCEL SHOW WAS REACHED. USDOC AND DEPARTMENT BELIEVE IT ESSENTIAL THAT AT LEAST ONE OF THESE OFFICERS BE PRESENT AT CCAG MEETINGS, PARTICULARLY WHEN IMC EVENTS ARE BEING DISCUSSED.

4. REQUEST THAT IMC, IN ITS NORMAL MARKETING RESPONSIBILITY, PLOT CAMPAIGN TO MAKE THE COMMUNICATIONS EVENT A SUCCESS. USDOC IS CORRESPONDING WITH IMC TO DISCUSS PROBLEM SOLVING, VIS A VIS WASHINGTON PROCUREMENT AND STIMULATION FOR EFFECTIVE MARKETING OF THE EXHIBITION, AND IT IS COVERING SAME GROUND WITH IMC DIRECTOR DURING HIS VISIT TO WASHINGTON. CHRISTOPHER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE099191
Document Source: CORE
Document Unique ID: 00
Drafter: BED/OIM/TWBURNS/CS/DEEARLE/CMM/238/DMW
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780166-0491
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780443/aaaabkoc.tel
Line Count: 85
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: a27b07ac-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 SINGAPORE 1624, 78 HONG KONG 4715
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2928622
Secure: OPEN
Status: NATIVE
Subject: IMC MARKET PROMOTION - COMMUNICATIONS EQUIPMENT
TAGS: BEXP, SN
To: SINGAPORE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/a27b07ac-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014